

CHAPTER I

INTRODUCTION

1.1 Background of the Study

For human, language has an important role in the daily life. Language is a medium to communicate between someone with others. People often use language to express their feelings, ideas, and intentions. However there are various of languages in the world that become the obstacles of communication. Furthermore, along with the diversity of language itself, the occurrence of international language is needed in bridging the communication across the nations. Therefore, English as an international language has a significant role to unite communication.

Regarding the various of languages occur in the world, the translation activity is needed to help people in engaging the communication. Moreover translation can be defined as the transfers of thoughts and ideas from one language (source) to another (target), whether the languages are in written or oral form (Brislin, 1976:1). All of the aspects in life need translation activity, the activity that is familiar with translation is entertainment, in entertainment aspects.

Related to the entertainment aspect, western culture is being the most popular entertainment that is consumed by people around the world, and the language that currently used by the western culture itself is English, western culture entertainment or it also known as Hollywood. Today's young people are more interested in western culture than their own culture. Unfortunately, not all

Indonesian people understand English well. Therefore translators are needed to solve the language gap, being a translator is not an easy job.

Nowadays, many things can be translated. Translation is not only for print/text media but also for electronic media. The data in this study are taken from electronic media. Translation in electronic media is called Audiovisual Translation or AVT. Audiovisual translation is being transferred audiovisual dialogues such as movies, videos and TV shows from source language into the target language. According to Chaume (2013), Audiovisual translation is a translation mode by transferring audiovisual text between two different languages (interlingual) or the same language (In Language). There are two main types of audiovisual translation such as; dubbing and subtitles.

Subtitle is a translation where the translator translates the language in the movie or video into the target language. It is put at the bottom of the screen and sometimes put at the top of the screen while the original movie is shown (Abidin, 2020:2). Subtitles are used for viewers who do not understand the language used in the film or video. According to Chaume (2013), subtitle is inserting a written text into the target language on the screen where the original version of the movie is displayed. Subtitles have several advantages such as using subtitles, therefore the audio from the movie is not affected by the subtitles, and by using subtitles people who have hearing disabilities can understand the movie without hearing the audio from the movie. Many movies use subtitles, one of them is a *Project X* movie that becomes the data source in this research.

Project X is directed by Nima Nourizadeh, based on a screenplay written by Michael Bacall and Matt Drake, adapting a story idea from Bacall, produced by Todd Phillips. This film tells the story of three friends, Thomas (Thomas Mann), Costa (Oliver Cooper) and J.B. (Jonathan Daniel Brown), who devise a plan to become famous faster, a plan that goes beyond their control. The film is a very sad and unfunny teen ploy comedy about an epic all-night party that turns into anarchy. The reason why the writer chose *Project X* as the data source is because this *Project X* film contains many taboo expression and they tend to use words that too insulting or offensive because it leads to racial, ethnic or sexual activity in it.

Taboo words are used by the speaker to express anger or to show emotional expression. According to Jay (1992: 4) taboo aims to oppress or impede someone's action, mind, and speech. To maintain social command in different cultures, they use taboo words to control someone in a group. Nowadays taboo words are commonly used in society, especially among teenagers. Even though they tend to use taboo words when they are getting upset to show emotional expressions, but taboo words are also used in good-humored to show friendship. According to Keith & Burridge (2006: 39), apparent terms of opprobrium are used in good-humored means displaying friendship and affection to someone close to you. But translating taboo expressions is not easy because a translator required to be able to divert messages from the source language to the target language is not only in terms of language but also must be able to adapt to the culture of the language target. if a translator makes a mistake in translating taboo terms it will

have serious consequences fatal because it can offend other cultures. Therefore translators need strategies when they want to translate.

Taboo expressions are often specified in certain films. Here are 2 examples of taboo expressions in the *Project X* movie:

“Hey, We want some **pussy**” (SL).

“*Kita ingin sesuatu yang seksi*” (TL). (*Project X* movie, 00.49:Costa)

“Dax, My **dick** is gonna get so wet tonight” (SL).

“*Dax, penisku akan basah malam ini*” (TL). (*Project X* movie, 01.03:Costa)

Therefore, this study analyzes a lot of taboo expressions and strategies that are found in the movie, this research is needed to be conducted since the reader will know the way how the translator breaks the gap between different languages.

1.2 Problems of the Study

Concerning to the background of study previously, the problems of this study are:

1. What types of taboo expressions are found in the *Project X* movie?
2. What translation strategies are used in translating taboo expression found in the subtitle of *Project X* movie?

1.3 Objectives of the Study

Regarding to the problems of study, the objectives of the study are:

1. To find out taboo expression in the *Project X* movie.

2. To analyze the strategy of translating taboo expressions found in the subtitle of *Project X* movie.

1.4 Limitation of the Study

This study is only focused on types of taboo expressions and the translation strategy found in *Project X* movie that was launched on March 2nd, 2012, this movie was produced by Todd Phillips. This study concerned with two problems of study, regarding those problems of study that have been stated before, the theories used in this study consists of two different theories, first of all in analyzing the taboo expressions, the theory used was the theory from Battistella (2005). Furthermore, the theory from Baker (1992) was used to analyze the translation strategy of taboo expression in the *Project X* movie.

1.5 Significance of the Study

Regarding the background and objectives of this research, this study is hoped to give a very meaningful contribution. Therefore the significance of this study is divided into two, such as; theoretical and practical significance.

1.5.1 Theoretical Significance

Theoretically this research can be used as a complementary material for learning activities, this study will provide some examples of the types of taboo words found in the *Project X* film with its translation strategies that used by translator. This study is expected to be able to define more about the types of taboo words and translation strategies based on the theories from experts.

1.5.2 Practical Significance

Practically, this research will provide new knowledge about taboo words, especially about the types of taboo words and the translation strategies used in translating taboo words. In addition, the reader will be able to understand that taboo words are a bad form of language that cannot be spoken in any situation, and also the reader should be able to be carefully when translating taboo word, because translating taboo is very difficult and related to the culture.



CHAPTER II

REVIEW OF RELATED LITERATURE, CONCEPTS AND THEORIES

In this chapter, there are several related literatures that were being references in conducting this analysis; on the other hand the concepts as well as the theories also are arranged further in supporting this analysis. In this chapter, especially for review of related literature, there are some comparisons that are considered in supporting this analysis, furthermore the differences and similarities are significant elements that help in conducting this analysis later. Moreover the concepts as well as theories were defined further since those of them are significant key of in analyzing this study.

2.1 Review of Related Literature

The first research is taken from a thesis entitled “Translation of taboo words in *The Spongebob Movie Sponge Out of the Water* and their Indonesian subtitles” submitted by Permadi from University Syarif Hidayatullah Jakarta 2017. This previous study was engaged to analyze taboo words in *The Spongebob Movie Sponge Out of the Water*. It meant to discover the translation strategy used by translator in translating taboo words and to identify the quality of the translation. This previous study was a qualitative descriptive study. The data source was *Spongebob Sponge Out of Water* film and its Indonesian subtitles. Permadi (2017) used Jay's theory to classify the types of taboo words and the

theory from Baker (1992) to analyze translation strategies. The result of the analysis shows that there were three strategies used in translating taboo expression. They are translations with more common words translations by neutral words and translation with cultural substitution. By looking at this analysis, it is found the significant differences, this research used theory from Jay (1992) to classify the types of taboo words however the recent study used the theory from Battistella, (2005). Furthermore, the similarities that can be concluded are the data sources using movie and the study problems that can be highlighted in this analysis.

The second similar research is taken from a thesis entitled “Taboo Word Translation in *Scorsese’s Casino* Movie Subtitling” the study is written by Abidin from The State Islamic Institute of Surakarta in 2020. It has three (3) objectives namely, to find out the types of taboo words in *Scorces’s Casino* movie, to analyze subtitling strategies used in translating the taboo words in *Scorces’s Casino* movie and to describe the impacts of using subtitling strategies that are applied by the translator in translating taboo words found in *Scorces’s Casino*. This research uses the Taboo Words Theory from Battistella (2005), the theory of Gottlieb's (1992) Subtitling Strategy and the impacts of Using Subtitling Strategy on the Level of Offensiveness Taboo Words uses theory offensiveness of Words by Jay (1992), This previous study was a qualitative descriptive method. Data in this research is taken from the Casino Film which contains the translation of taboo words and translation of taboo words. The data is collected in the form of sentences that contains taboo words. Here the writer found some differences, there

were the problem of his study which focused on subtitling strategies to translate the taboo words and the impact of using subtitling strategies, then the similarities that has been found in this analysis was the type of taboo words that used in this analysis using the theory proposed by Battistella (2005).

The third study related to this study was an article entitled “An analysis of the Translation of Taboo Words in *Central Intelligence* Movie”, written by (Widhi, Wahyuningsih, & Putranti, 2019) The aims of this study were to analyze the type of taboo words the theory from Jay (1992) and the procedures applied to translate the taboo words the theory from Newmark (1987). This previous study was a qualitative descriptive method. After seeing the results of this analysis, the writer found a significant, there were the problem of this study which focused on analyzing the translation procedures, another difference was that this study analyzed about the type of taboo word utilizing the theory from Jay (1992) however the recent study used the theory from Batistella (2005), then the similarity was to analyze the type of taboo words.

2.2. Concept

There are three concepts used in this study. The explanations of the concepts are needed because it aims to provide a clear understanding of this research.

2.2.1 Translation

According to Newmark (1976:7), Translation is a technique that consists of replacing compound messages and additional explanations in one language with similar messages and articulations in another language. The most important point to know when translating is to keep the source text's meaning and content consistent with the target text..

2.2.2 Taboo Expressions

A taboo expression is often used in a conversation of a certain society, even though it often makes the listener feel uncomfortable and she/he doesn't know how to react. According to Trudgill (2000:61), the taboo word relates to things that are not said, and in particular to words and expressions that are not allowed to be used. That is, taboo words relates to words that are completely unusable in all circumstances. In the end, taboo words are usually used by individuals in informal conditions. This is because harsh words have an impolite meaning that has a strong impact. This can cause the individual who hears it to feel embarrassed or even offended. If a person is a foreigner, one of the first things he will try to figure out is what he should do avoid to say. Taboos are accessible to most speakers and therefore do not have to be taught. Taboo

expressions generally relate to one of the following subjects: sex, body function, defects (bodily or mental), religion, and ethnic aspects.

2.2.3 Subtitle

Subtitling is the process of presenting text content (subtitles) in the target language on the same screen as the original movie version, with the subtitles roughly matching the dialogue of the screen actor. More has been written about subtitling than dubbing, because the phenomenon of subtitling has received more attention in countries where it is common practice. The subtitles aid in the comprehension of the film's content. Subtitling is the process of displaying written text in a target language on a screen while watching a movie, with the subtitles appearing at the same time as the screen actor's mouth (Chaume, 2013:112).

2.3 Theories

Regarding to the problem of study that are formulated in chapter 1, this study applies two main theories. The first theory related to the types of taboo expressions is taken from Battistella (2005), and the second theory related to the translation strategies is taken from Baker (1992).

2.3.1 Types of Taboo Expressions

According to Wardhaugh (2010:239), Taboo is the restriction or avoidance of action in any community that is thought to be harmful to its members, generating them worry, embarrassment, or shame.

There are four types of taboo words according to Battistella (2005:72). There are epithet, profanity, vulgarity and obscenity.

- a. Epithet is an emotional expression. It is also habitual in nature, for example, you say a dirty word when your-self hurt. Gender and sexuality also include epithets. Example of epithets bitch, whore, dwarf, retard, and gimp. (Battistella, 2005:72)
- b. Profanity relates to secular religious words or expressions by slandering God's name or mentioning dirty words about God and everything about Religion. According to Battistella (2005), profanity is a religious curse, because it usually includes the use of a dirty mouth from what is considered sacred. The words that belong to this type are Jesus Christ, hell, damn, Goddamn, etc. (Battistella, 2005:72)
- c. Vulgarity is an expression in which the speaker uses words related to the part of the intimate body function of excretory. According to Jay (1992), vulgarity is the language of the common people "people in the street", under-educated or lower class. The example of vulgarity is asshole, snot, cock, shit, dick, kiss my ass, etc. (Battistella, 2005:72)
- d. Obscenity words refer to words that are prohibited for public use and also refer to words, images or actions that offend sexual morality. It is therefore considered immoral or grossly repugnant to morality because it mentions scatological references to the body or bodily functions or sexual activity which may arouse disgusting senses. The example of obscenity is fuck, motherfucker, etc. (Battistella, 2005:72)

2.3.2 Translation Strategy

The main idea of translation strategy is the way to achieve the equivalence of translation. Baker (1992:26) suggests eight strategies of translation, when one to one equivalence at word level cannot be found as follows:

- a. Translation by a more general word (superordinate)

“Translation consists of a more general word (superordinate) that becomes one of the most common strategies for dealing with many kinds of inequalities, especially as in the area of propositional meaning” Baker (1992:26). In this strategy, the translator will change the SL words by looking for more common words in the TL.

For example:

ST (English) : And twelve years of sucking dick lessons.

TT (Indonesian) : *Dan belajar tentang seks selama 12 tahun.*

(Parahita, 2010)

- b. Translation by a more neutral / less expressive word

“The purpose of this strategy is to avoid transferring the meaning of the wrong expression from SL to TL. Several words in one language are not equivalent in another. This is especially true for words that have expressive meaning. In this strategy, translators try to replace some expressive words with other words that have less expressive meanings or more formal words, but in this strategy, the expressiveness of the words in the translation. Some meaning may be lost.”

For example:

ST (English) : This is bullshit.

TT (Indonesian) : *Ini omong kosong* (Parahita, 2010)

c. Translation by cultural substitution.

"This method entails substituting target language elements for culture-specific elements or phrases that do not have the same propositional meaning but are likely to have a similar impact on the target readers."

The biggest part is that it provides the reader with a notion that they can respond to, something that is both familiar and intriguing.

For example:

ST (English) : Thanksgiving day is always fun.

TT (Indonesian) : *Hari sedekah bumi selalu menyenangkan*
(Parahita, 2010)

d. Translation using a loan word or loan word plus explanation

"Following loanwords with explanations is very useful when the word in question appears several times in the text. Once explained, the loanword can be used by itself, the reader can understand it, and is not distracted by lengthy explanations" Baker (1992:26).

For example:

1. Translation using a loan word

ST (English) : Diving is fun.

TT (Indonesian) : *Diving itu menyenangkan.*

2. Translation using a loan word plus explanation

ST (English) : I use Jew.

TT (Indonesia) : *Aku memakai Jew (Yahudi)* (Parahita, 2010)

e. Translation by paraphrase using a related word

Paraphrasing usually occurs when a translator tries to translate a phrase such as: Idioms, sayings, cultural elements, and curses. In order for the translation to sound as natural as it was originally, the translator may need to paraphrase the word so that the target reader can easily understand the message.

For example:

ST (English) : They offer two chicken thighs.

TT(Indonesian): *Mereka menawarkan daging paha ayam*
(Parahita, 2010)

f. Translation by paraphrase using unrelated words

This type of strategy is able to be used in some contexts when the concepts stated by the source elements are not lexicalized at all in the target language. The main advantage of paraphrase strategies is that they "achieve a high degree of precision in specifying the meaning of a statement." Baker (1992: 40).

For example:

ST (English) : She busts your balls because you're a little bitch.

TT (Indonesian) : *dia memarahimu karena kau pria menyedihkan yang kotor* (Parahita, 2010).

g. Translation by omission

"While this strategy may look extreme, leaving a word or term untranslated can have no negative consequences in some circumstances. If the meaning conveyed by a single item or remark isn't important enough to warrant a lengthy explanation, translators can, and frequently do, simply leave the word or term in question untranslated." Baker (1992:40).

For example:

ST (English) : So I gotta sit and eat dessert alone, like I'm fucking Steven Glanzberg? TT (Indonesian) : *Jadi aku harus duduk dan makan sendiri seperti Steven Glanzberg?* (Parahita, 2010)

h. Translation by illustration

"When a word with no counterpart in the target language refers to a physical entity that may be illustrated, this is a good alternative, especially when space is limited and the text needs to be kept brief and succinct." Baker (1992:42).

For example:

ST (English) : Put meses on the doughnut.

TT (Indonesian) : *Taburkan meses di atas donat.* (Parahita, 2010)

CHAPTER III

RESEARCH METHOD

3.1 Data Source

The data of this study were taken from the dialogue that exists in the subtitle in Indonesian of a movie entitled *Project X*. The duration of this movie is 1 hour 28 minute. *Project X* is a 2012 American comedy-drama film directed by Nima Nourizadeh, based on a screenplay written by Michael Bacall and Matt Drake, adapting a story idea from Bacall, produced by Todd Phillips. This film tells the story of three friends, Thomas (Thomas Mann), Costa (Oliver Cooper) and J.B. (Jonathan Daniel Brown), who devise a plan to become famous faster, a plan that goes beyond their control.

The film is a very sad and unfunny teen ploy comedy about an epic all-night party that turns into anarchy. The initial story of the film is just standard, which is about four friends who belong to the loser group among their high school friends. To increase popularity, one of them, namely Costa (Oliver Cooper) makes a plan called "*Project X*". In that plan, they intended to hold a massive party at the house of Thomas (Thomas Mann) who was having a birthday at that time and his parents were away on vacation for the weekend. So after they left, the crazy party plan began to be carried out. The planned party will be full of booze, hot naked girls, drugs and of course an orgy where the four of them hope to sleep with at least one girl that night. The party was planned to "only" be attended by a maximum of 50 people, but over time due to a large and excited announcement, the number of people who came was increasing until they reached hundred,

maybe even thousands, which resulted in the party getting out of control. On Rotten Tomatoes, the film holds an approval rating of 28% based on 138 reviews, with an average rating of 4.4 from 10. Although this movie got 4.4 rates, the plot of this film is very entertaining, without realizing it or not, this film easily invites the audience to go crazy and adrenaline is entertained to the maximum by the beat of fun music. This film is also more in demand by teenagers because of the very crazy and cruel scenes in it. The reason why the writer chose *Project X* as the data source is because this film contains many taboo expressions in it and this film is a crazy party film which becomes a challenge for the translator in translating in into Indonesian subtitle.

3.2 Data Collection

In this study, the observation method was used in collecting the data on this research, the data is arranged step by step based on the theory that is used, here are four techniques as follows:

1. Watching the movie entitled *Project X*.
2. Searching the taboo expressions contained in the *Project X* movie both from English version and its translation in Indonesia that can be seen through the subtitle.
3. Selecting the taboo expressions in the *Project X* movie.
4. Finding out the translation strategy used in translating taboo expressions in Indonesian subtitle of the *Project X* movie.

3.3 Data Analysis

In data analysis, this study used two theories to perform data analysis, the theory from Battistella (2005) focused on finding types of taboo expressions, to conduct the second problem regarding the translation strategy, the theory from Mona Baker (1992). The method of analyzing this research is the descriptive qualitative method. Furthermore, in conducting this research, the step of analysis would be defined as follows:

1. Analyzing the types of taboo expressions in the *Project X* movie.
2. Analyzing the translation strategy used in the translation of taboo expressions in the *Project X* movie.

3.4 Finding Presentation

In finding presentation, this study applied formal and informal methods. the formal analysis presented the data in the form of a table, first table is the types of taboo expressions used in the *Project X* movie, the second table is the translation strategy that utterance by using the sentence, and the informal method was used to present the data by explaining the type of taboo expressions and also the translation strategy, the data were explained descriptively by using words or sentences. This method made the analysis easier to be understood by the reader.